



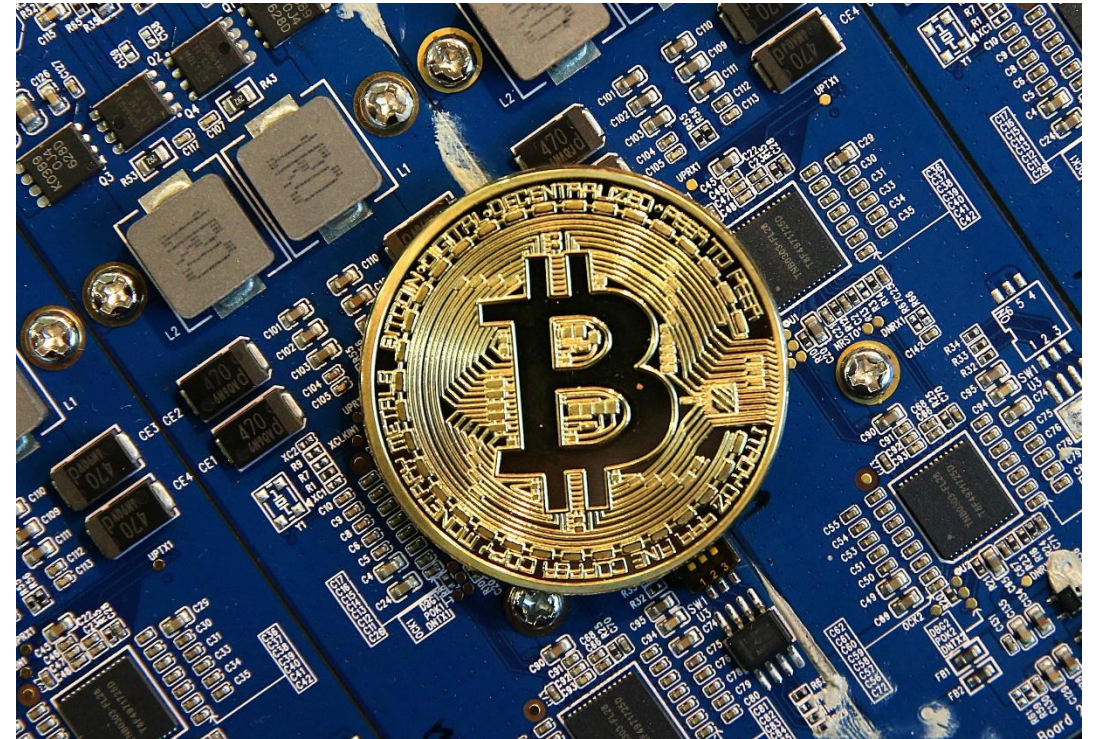
IDENA

The first human-centric blockchain

Daily miners profits exceed \$20 mln. Why are you... yes, you!



not mining bitcoin?



Or any other coin?



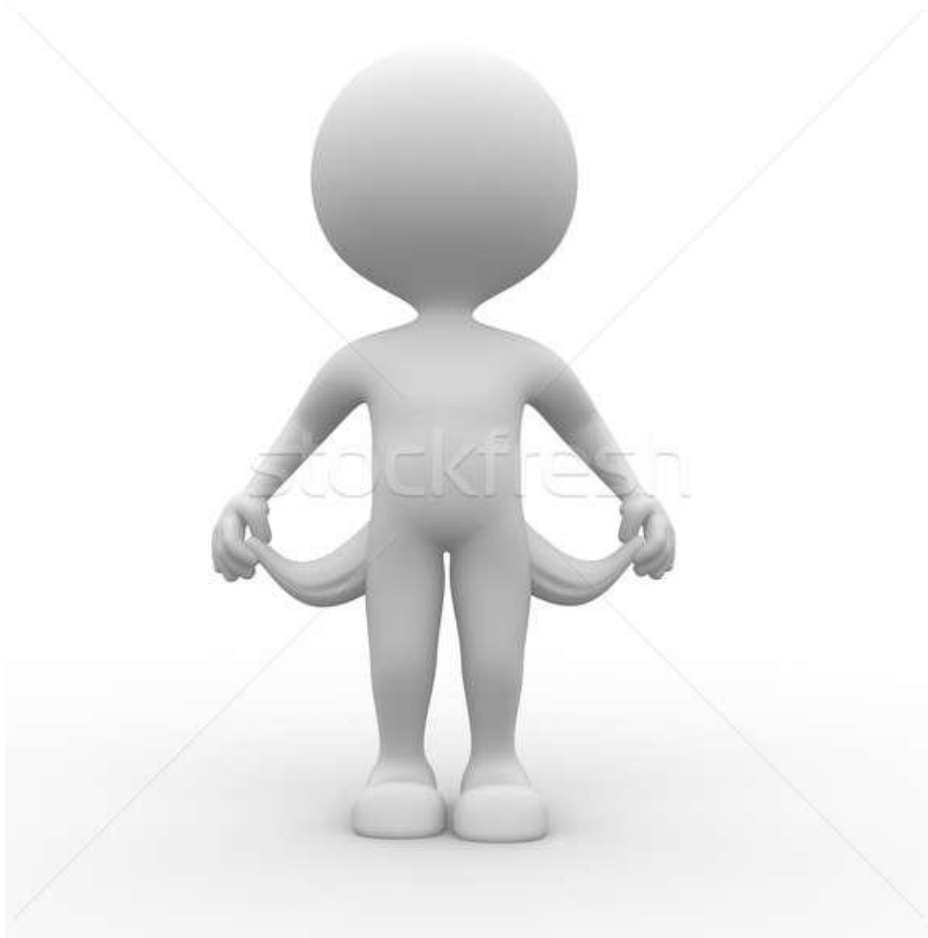
Are you
scared?



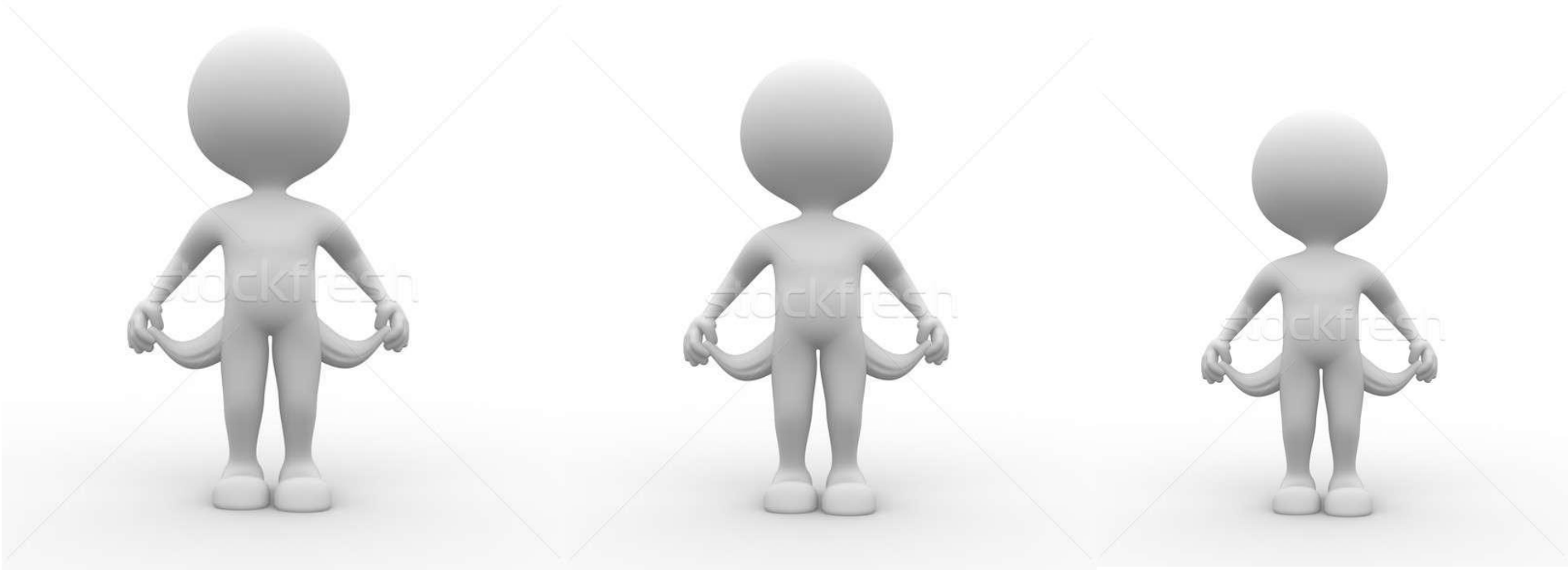
Mining is not for you?



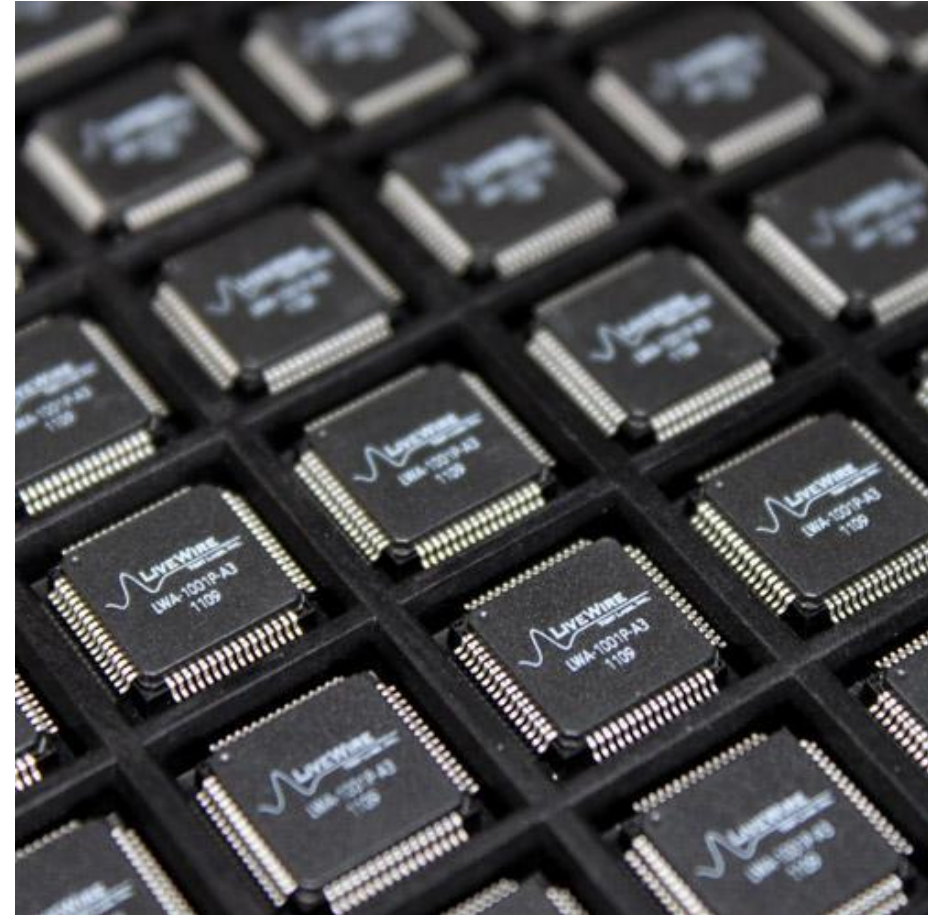
The answer is simple:
Mining is not profitable...



for most people



Mining is a privilege for those with modern mining equipment



...and access to cheap energy



...and those who have money.



This is why the rich get richer.



Proof-of-Work and Proof-of-Stake blockchains are based on capital.



So the entrance ticket to mining can only be bought with money.



How can we change it? Make sure one person has only one node.



But how to do it online? You won't show your ID to the blockchain...



Show your Idena!



Idea is your avatar in the digital world: It has unique fingerprint but does not refer to its owner



You **cannot buy** it, but you can grow it



It is **unique worldwide**: you can have only one at a time



It has age and reputation: its **value grows** with age



It dies if you abandon it



You are free to destroy it...

...and get a new one

No one can take it from you if your private key is safely stored



How to get your Idena?



Prove you are human



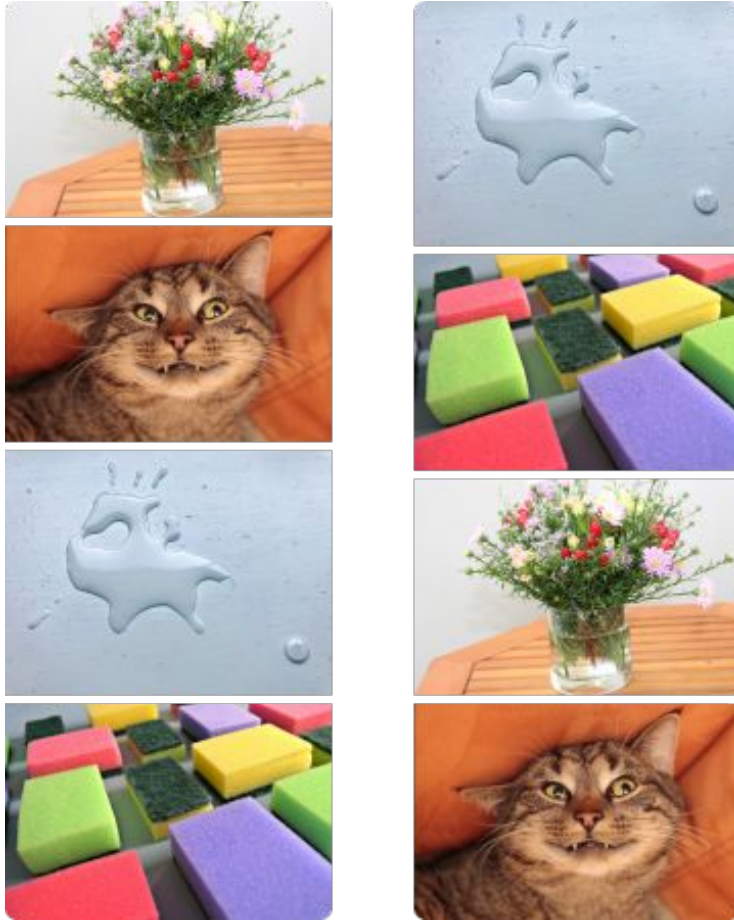
Why is the water on the floor? The answer is clear to a child, but not to AI.



No matter how cool AI seems, people have common sense and it does not.



A **flip** is a CAPTCHA created by humans. People easily pick a **meaningful story** from two alternatives. AI struggles.



How to make sure one person cannot have thousands of accounts? Make everyone on the globe solve flips at the same time.



And here is a list of humans!

We call it proof-of-person.



Bots are out of the game...



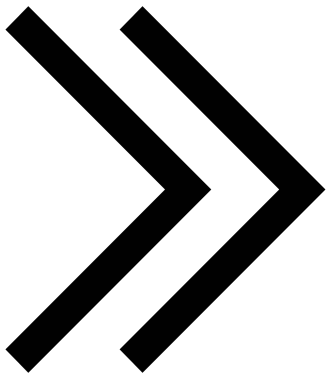
And you have got your Idena and can start mining



No special equipment needed. Have you got a computer? You can easily join!



If you want mining to be profitable, the coin should have value.



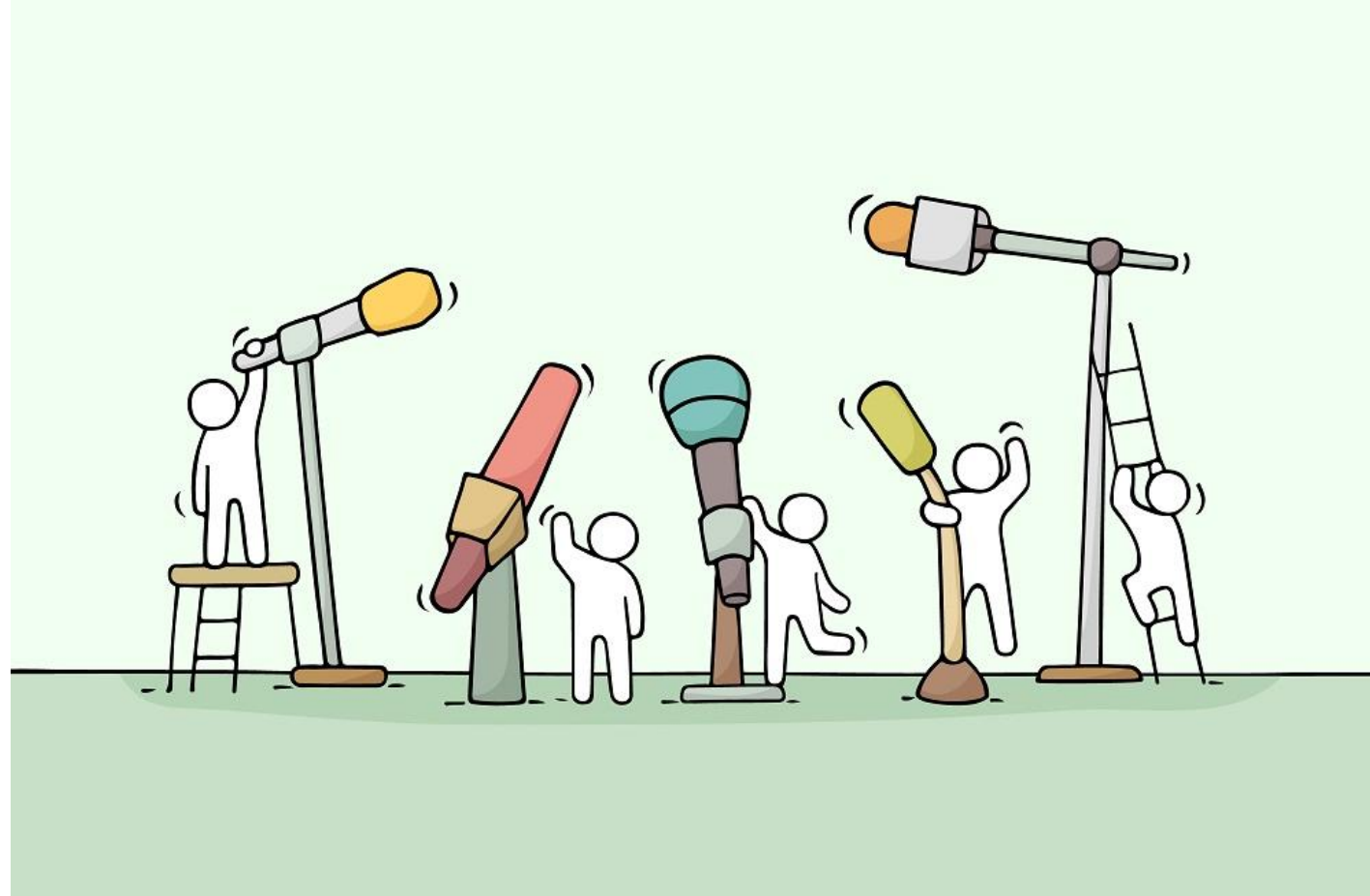
Idena's bot protection is needed everywhere: Bot-protected marketing



Global UBI



free speech publishing



fair online voting



Idena users will have a reason to stay online:

Serverless messenger



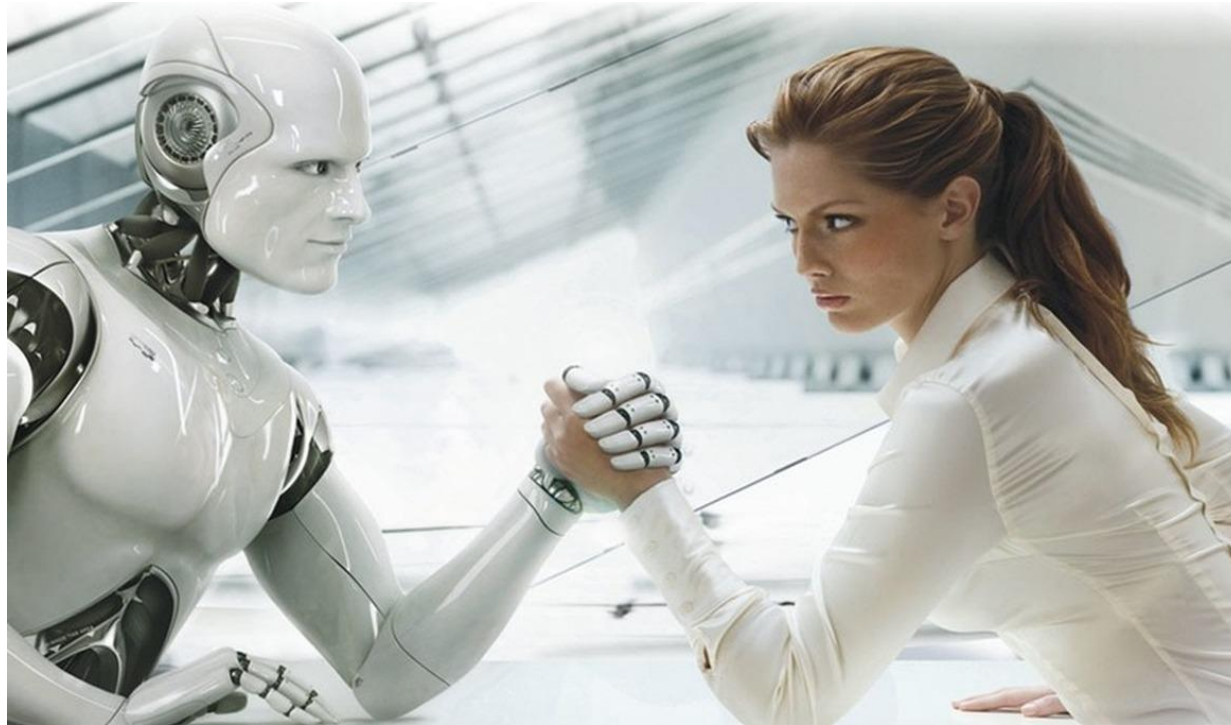
Group chats



Decentralized applications



Idea. The first human-centric blockchain.



Not a bot? Get a reward!

Idena. The first human-centric blockchain.



Not a bot? Get a reward!



IDENA

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